(iii) Accredited advertising agencies would be entitled to a commission of 15% on the actual business booked with Doordarshan.

(iv) Registered advertising agencies shall be entitled to a commission of 15% on the actual business booked with Doordarshan. They shall pay the advertisement charges in advance by Demand Draft on a bank/banks to be notified by Director General. Pending such notification the Demand Draft should be on State Bank of India, Main Branch, Parliament Street, New Delhi.

6. Other Conditions

(i) The advertising agencies applying for accreditation shall have a properly equipped office with qualified staff and regular department. e.g., art, copy and media. A list of clients should be made available to Doordarshan which should include, at least, one client who advertises nationally either on radio, television or the print media.

(ii) Registration/accreditation status shall not be given to any agency of which the sole proprietor, any partner or Director is a salaried employee of any advertiser.

(iii) The commission allowed to any advertising agency shall not be shared by it or rebated to any other person, firm or company, directly or indirectly.

(iv) The advertising agency shall be responsible for the payment of advertising and related bills severally as well as jointly with the advertisers.

(v) If any relation of any partner/director/proprietor of an advertising agency is working in Doordarshan then this fact shall be declared, by the advertising agency giving full details about the relationship of the partner/director/proprietor with the employee.

(7) The Director General may amend or alter these rules from time to time as he may deem fit and such amendments and alterations shall be binding on the advertising agency.

Setting up of IIMCs.

2532. DR. SHRIKANT RAMCHANDRA JICHKAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the IIMCs set up for fulfilling mass communication infrastructural needs are functioning properly;

(b) what are the IIMCs exactly doing and their location;

(c) whether more IIMCs will be set up; and

(d) if so, the details thereof?

THE MINISTER OF CIVIL AVIATION AND MINISTER OF INFORMATION AND BROADCASTING (SHRI C.M. IBRAHIM): (a) Yes, Sir, branches of Indian Institute of Mass Communication (IIMC) are set up at different locations.

(b) A statement is annexed. *(See below)*

(c) At present there is no proposal to set up any more branches of IIMC.

(d) Does not arise.

Statement

Functions of IIMCs and their location

The IIMC conduct teaching and training programmes, organises seminars and contribute to the creation of any information infrastructure suitable for India and other developing countries. In order to fulfil mass communication infrastructural needs of the people of the country, IIMC apart from its centre at New Delhi has also set up its branches at Dhenkanal (Orissa), Kottayam (Kerala), Jhabua (M.P) and Dimapur (Nagaland) to cater to the needs of the people of Eastern, (Southern, Central and Western and North Eastern regions respectively.